Helping Hands Matches Report

Welcome to the Helping Hands Matches Report

Organisation: Organisational insights including totals, sectors, and regional breakdowns.

Grants: This tab provides specific information about Grants, breakdown by type, match and support type. All can be filtered by the Grant Frozen or Type Match fields

Matches: Tailored filters for Active Match, Grant Frozen, and Type Match refine the information on this page. Provides metrics such as total matches, matches over time, daily match volume and identify the most popular Grant Match

Clicks: Similar filtering capabilities for Active Match, Grant Frozen, and Type Match apply to this section. insights such as Total Clicks Matched, overall matches, total clicks and a date breakdown. A dedicated table features Clicks vs Matches, emphasising key measures like Conversion Rate and Click to All Matches Rate

Clicks vs Matches Matched Grant: Detailed table for each grants including both matching and clicking. Metrics include total matches, total clicks, conversion rates and details about the grant and its organisation. The primary goal is to guide decisions on potentially converting Lite matches into FULL, integrating them into the Helping Hands Portal

Clicks vs Matches Matched Organisation: Detailed table for each Organisation including both matching and clicking. Metrics include total matches, total clicks, conversion rates for its organisation. The primary goal is to guide decisions on potentially converting Lite matches into FULL, integrating them into the Helping Hands Portal

Clicks vs Matches by Grant all: The same as above but including all data not just the matched

Clicks vs Matches Other: Similar to the two above but for Organisation Type, Region and Support Type

Notes:

Conversion Rate = Clicks / Matches, measures how successful is within its own context
Click to all Matches Rate = Clicks / All Matches, measures how successful it is overall
Null values for Organisation Sector and Location were replaced with 'other' and 'unknown'. Not all grants were matched or clicked. Furthermore, there are instance of clicks without corresponding grants
The majority of clicks happened on the same day as the match, however, there are some that occurred within a range of one to nine days after the matching day
There is one organisation that has both Full and Lite grants

Prepare by Yolanda Chichon Parra | Power BI Project | November 2023

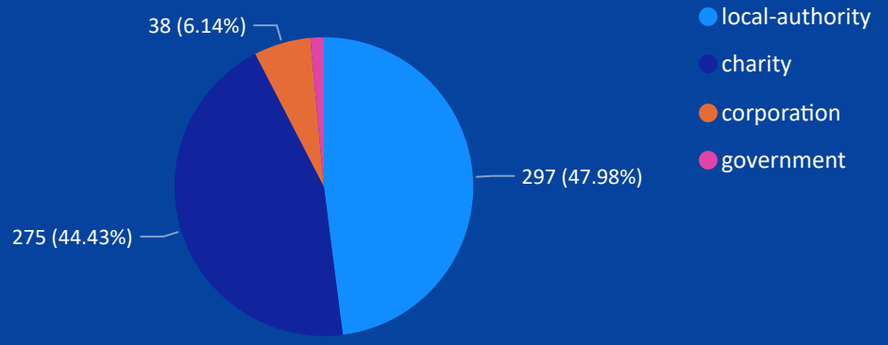
Helping Hands

Organisations

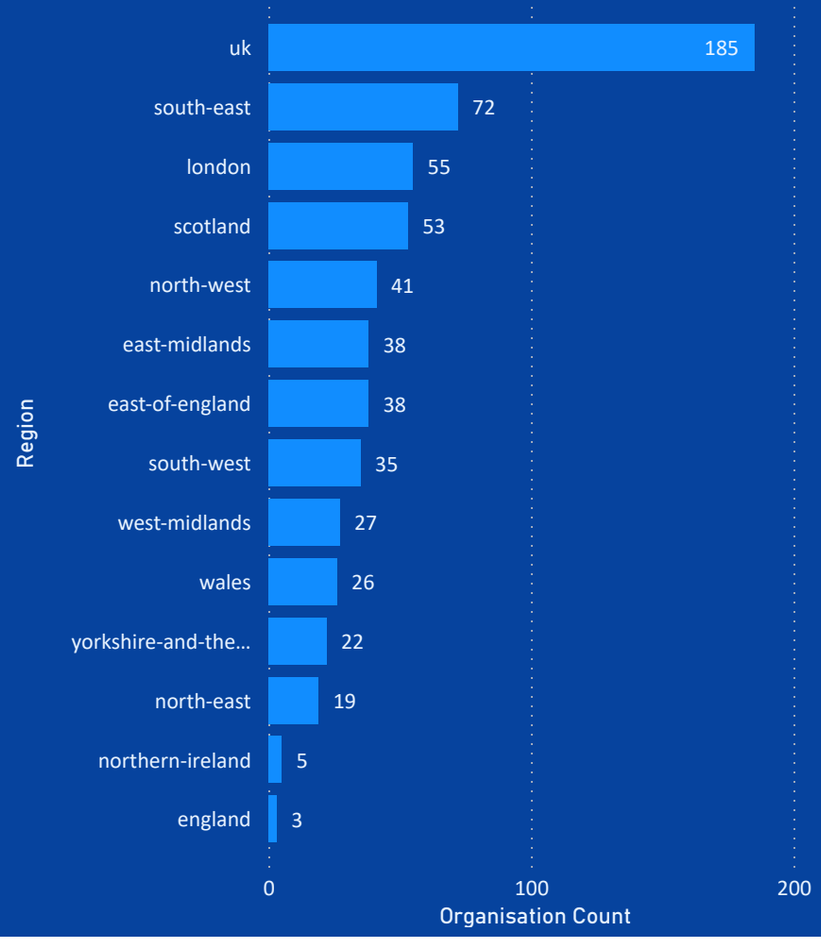
Total Organisatons

619

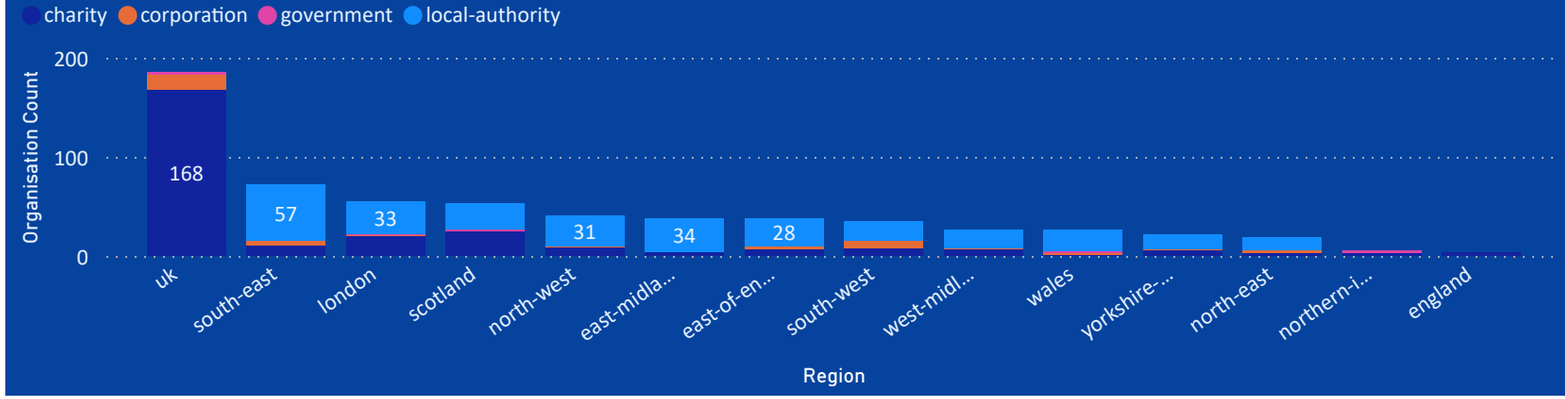
Organisation by Sector



Organisation by Region



Organisations by Sector and Region



Helping Hands

Grants

Grant Frozen

False

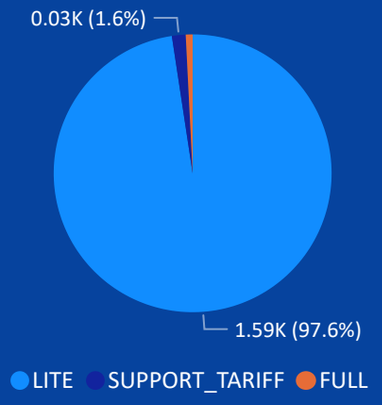
Type Match

All

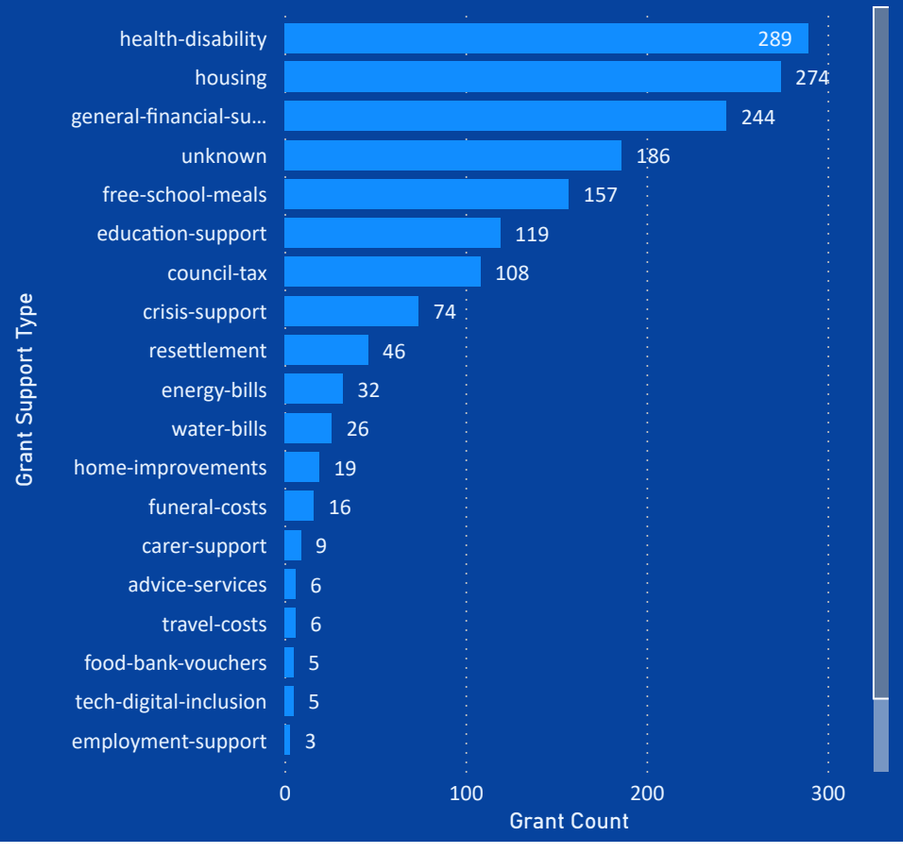
Total Grants

1628

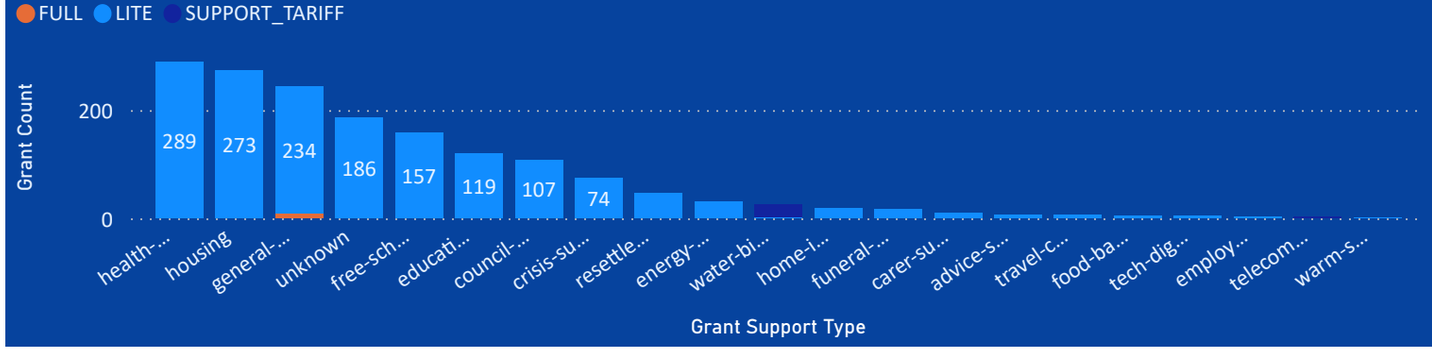
Grant by Type Match



Grant by Support Type



Grant by Support Type and Type Match



Helping Hands

Matches

Total Matches

22.51K

Active Match

True

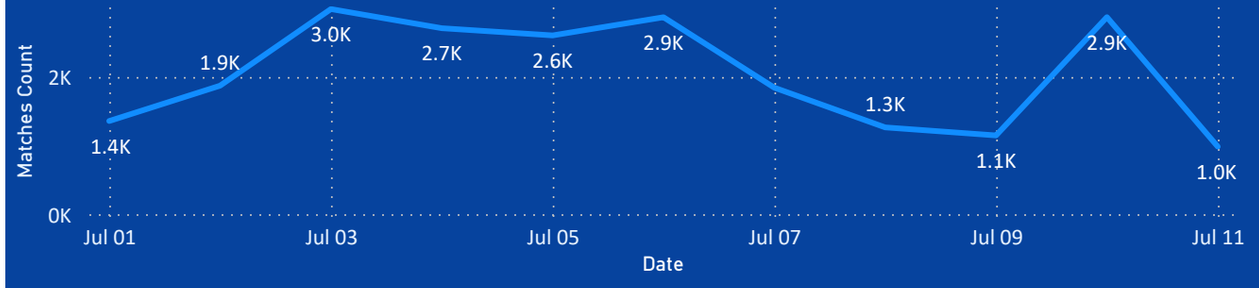
Grant Frozen

All

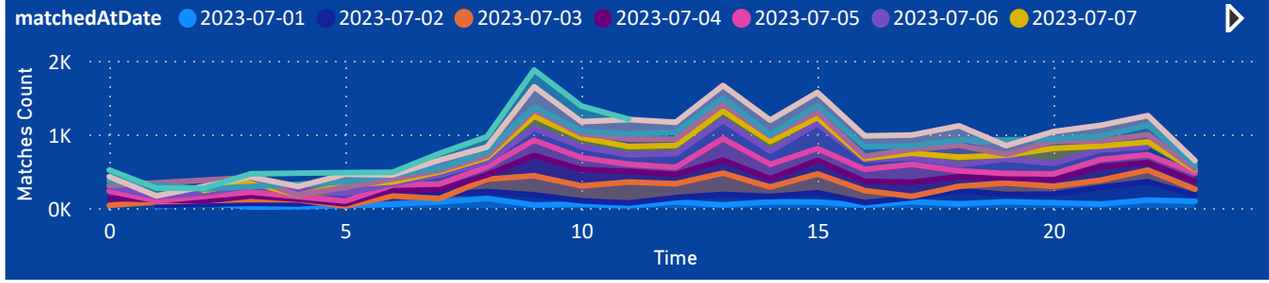
Type Match

LITE

Total Matches over Time



Volume of Matches During the Day



Most Popular Grant Match

Total Match	Grant Id	Grant Support Type
932	nf6r+C3iV6BejekNrLwUZZc3GeCiVdWHcU5RWMv+rbQ=	crisis-support
750	dAoFuRTMrS4lj+A6xawHuf/BuHfb+0t74j5BSchlDvo=	energy-bills
679	8PAHRa7btTYWBa0M1Mhbw/0zX4VjFZVZ4bAp/TEhXSw=	general-financial-support
656	E1dz8e8Vj0iZAj2nWl0zKQZkx0WLJJRcXY+3xoGLuLc=	energy-bills
637	ZFlOdYj9zyMGNK+NFhl9cyJ4bJghHzWkuGH9wxaepNo=	general-financial-support
612	94TcFCqEZARxm+tdmEyIHgWtRFoBtW4ImULxLWFu1/s=	general-financial-support
609	3CpV/QcPHOuvWhuMX6MRI2ri/RcIchB7ScLs5gzFLRA=	health-disability
591	2H3MbQf7u12ocWa86N/DHNaEw5rBEAB75bAoIWKLMZ0=	travel-costs
568	xwMY9R2NwScEnROdvhoHIBLgvy7RjN5VsWg7um7YdaY=	general-financial-support
440	PptwBzB1gepQbIpYCGtTCADoSQMgyLtgz4XF1KZ5Jfo=	general-financial-support
433	0KJuYRRwK0RqtFl+AWoEJDEKJXUtX8uDRX3SsJHXRv0=	advice-services
381	VSBVzX8vHCVm+hNx9o6Mu/mdwSSJOKKBIWa0IPQ9Vvk=	general-financial-support
367	A85wCE8ghr1SdO2A4SXMkgtAzX/t6MWIyh8BPY4oB34=	general-financial-support
365	x++lZL2Zm02EDXnOG0NtY3JeeCoGh4lgiXyQb+o1FfE=	health-disability
348	PWPc5P26zMUPiR6DKJ/wBDhL89vCx7TACnzId5DiHZI=	general-financial-support
22512		

Helping Hands

Clicks

Total Clicks Matched

1488

Total Matches

22.34K

Active Match

True

Grant Frozen

False

Type Match

LITE

Total Matches and Total Clicks by Date

Clicks vs Matches by Date

Date	Total Matches	Total Clicks	ConversionRate	ClickToAllMatches
2023-07-01	1347	98	7.28%	0.424%
2023-07-02	1858	161	8.67%	0.696%
2023-07-03	2972	239	8.04%	1.034%
2023-07-04	2689	168	6.25%	0.727%
2023-07-05	2578	166	6.44%	0.718%
2023-07-06	2849	158	5.55%	0.683%
2023-07-07	1830	112	6.12%	0.484%
2023-07-08	1254	100	7.97%	0.432%
2023-07-09	1141	89	7.80%	0.385%
2023-07-10	2847	150	5.27%	0.649%
2023-07-11	975	47	4.82%	0.203%
Total	**22340**	**1488**	**6.66%**	**6.435%**

Helping Hands

Clicks vs Matches by Grant

Active Match: True

Grant Frozen: False

Type Match: LITE

Clicks vs Matches Matched by Grants

Total Matches	Total Clicks	ConversionRate	ClickToAllMatches	Grant Id	Grant Support Type	Organisation Type	Region	Earliest click Date	Latest Cl
1	1	100.00%	0.004%	a9Knnu5g0P4lKdB5pIOeoZMqYDxWy8JFtixyo6D3DCU=	general-financial-support	local-authority	scotland	2023-07-07	2023-07-
1	1	100.00%	0.004%	aKiTB2S3fFRjU69cFyHF+rvOxtQY/giuBzqPxdXyyTQ=	free-school-meals	local-authority	south-west	2023-07-07	2023-07-
1	1	100.00%	0.004%	FYmPpLMmIgvRk5tf4w8mteuR071mWME7VXfkiTTE+X0=	crisis-support	local-authority	scotland	2023-07-06	2023-07-
1	1	100.00%	0.004%	GsNH2gGx1N4MoO1LK4jQJ74WUIU6+EPGBSozn4pXvSQ=	health-disability	local-authority	london	2023-07-09	2023-07-
1	1	100.00%	0.004%	I1tNctjNUK7q3hmw6NLwXH9Rw/RB40K+eS4y6DfByQg=	crisis-support	local-authority	west-midlands	2023-07-10	2023-07-
1	1	100.00%	0.004%	I4fw+5dWDjIZ4UF7n8xAPNO7sESHCnHjlo7YAMOlfGU=	employment-support	government	scotland	2023-07-03	2023-07-
2	2	100.00%	0.009%	ic8R3ewrPQGubrm85d5zytb277cXx+oBOfLkSDfqEpA=	council-tax	local-authority	north-west	2023-07-04	2023-07-
1	1	100.00%	0.004%	InhLV2dFjHjUH3M/FysshKGSJEEzXBuQlmf+z3mVum4=	health-disability	local-authority	london	2023-07-01	2023-07-
1	1	100.00%	0.004%	ixynQiS371ihANMX0Jk9wHBKtohWweVADSN5IHwvMf8=	council-tax	local-authority	east-of-england	2023-07-08	2023-07-
1	1	100.00%	0.004%	IXZKXgQp4sehJBChxHoUozZYqJi3bL7r3nUFnq3rLE0=	crisis-support	local-authority	scotland	2023-07-05	2023-07-
1	1	100.00%	0.004%	l++XYYASWK4p4yg9LsxDgg7bn92G61XbrsYv+RO3AG8=	health-disability	local-authority	east-midlands	2023-07-06	2023-07-
2	2	100.00%	0.009%	ngK7sAMZ0hdIAqyrFDKe5w27Xtky73hwdeaNsw851IU=	general-financial-support	charity	london	2023-07-04	2023-07-
1	1	100.00%	0.004%	PIcRltyKT181q8Fow+g7fWrWrEdtnghKcG07wRoEmR8=	health-disability	local-authority	north-west	2023-07-10	2023-07-
4	4	100.00%	0.017%	pqvgTJwz84lrqy9Gp91jQ0aRFvRyqmN8BM1wVwl5vAo=	general-financial-support	local-authority	wales	2023-07-06	2023-07-
1	1	100.00%	0.004%	qexVklIHbZ2avpI4XY8GecFSEJwGknnFKNUarsdQv38=	council-tax	local-authority	east-of-england	2023-07-10	2023-07-
1	1	100.00%	0.004%	RRGEG1TwMQxVjalkDl6NGVRTW8l5S0frrW24FPTIO8I=	resettlement	local-authority	scotland	2023-07-10	2023-07-
1	1	100.00%	0.004%	u4kyEMI1DmsWH1IClOnN5UMyCXfFBYRGESHepUMS3Wc=	council-tax	local-authority	south-east	2023-07-06	2023-07-
1	1	100.00%	0.004%	u8B+XF0L32iI+Uj6rPNkYlGeozvyN8/Jh22nsgpaAss=	crisis-support	local-authority	london	2023-07-03	2023-07-
3	3	100.00%	0.013%	uHkX65zhzYCyPHG3AJ572OYR9aHAoavT/rKxustxX34=	general-financial-support	local-authority	wales	2023-07-04	2023-07-
17100	**1488**	**8.70%**	**6.435%**					**2023-07-01**	**2023-07-**

Helping Hands

Clicks vs Matches by Organisation

Active Match: True

Grant Frozen: False

Type Match: LITE

Clicks vs Matches Matched by Grants

Total Matches	Total Clicks	ConversionRate	ClickToAllMatches	organisationId
568	189	33.27%	0.817%	UVx8BehDInZugEvT9wF5JNXlPWY+safNW/+U9qsWBAA=
679	128	18.85%	0.554%	SFdmlp+TxAiXwI+gH9MNcNtO6+1SrYpN0VX+BRq+i3I=
344	71	20.64%	0.307%	AhO2CYHjzlCtTcHRzZSSwS4Vnfy6CNa+gj5flWbrWEA=
258	66	25.58%	0.285%	sSkUDB0MozAGtKTOK9igElC2ZGTe3wRtYSxPpi+tizQ=
750	59	7.87%	0.255%	FgUWS13F1TnAw5cFsuiRFHVbIisCycMC9oHZJ+yRfG8=
440	52	11.82%	0.225%	mpi+/WIcfqne/SkpSMg+dZNZozTkuLeeZyowRV69TkE=
637	44	6.91%	0.190%	IF6EiHEZLPLXTe0j4O5tiZvxCuK5wiIxn3HCrhjxqNU=
367	42	11.44%	0.182%	EzuFU46o+DKpr7GOEMtXLe/GNJqTq8kiaseh5BANJIo=
656	42	6.40%	0.182%	vwp5MGdNEsVFym2/uFhGIrz3snF+TOZ6mkiIstryBgk=
95	40	42.11%	0.173%	0iFD9/6LogGpfCzJJh9ag79ef7yJqEOkQqEyQ/IUPjk=
932	33	3.54%	0.143%	b3wPp8W6Ht2aaUPxlNsNf5x5b+Z/arrntkRuSOhNn5w=
609	32	5.25%	0.138%	zT2iaRoF5CeVGXBM18O+e3wyGSm9R64Ad//lesRSge8=
146	27	18.49%	0.117%	gT+nRByxy+TMOPpayrmqKy8kGmMEBVWCaE3ElH4+v3o=
381	27	7.09%	0.117%	kGvuZnPyG4+X9Y1B9yS73HGbnGwa0nWUlTO7qFEYg3s=
591	23	3.89%	0.099%	ETaeySS/r7kPPmNA9ZOqI7lwNKwBAAUoYSd+Nw0aO4k=
117	23	19.66%	0.099%	OW2eB9xmGls/+vFmbN8Uy1kTN7lG9Acom3CFfTNNmQU=
334	21	6.29%	0.091%	21m/Zjoe1Df8fs5BDvO2H/Dntoz+ZcCPEqAnsA4ZFAA=
263	20	7.60%	0.086%	NgJbkQm/rk5nAy4tlcw0naOOfKSsV0HQSyUxq78/CQg=
115	19	16.52%	0.082%	zKp4yIX4z3fLEDtLmxOVkBIZ7d6oIKGuSIWch7+7o7Y=
121	16	13.22%	0.069%	4tvbiX5gBSmO8poopVto9rOpoGIPoIHOOcopTUG56L04=
17759	**1488**	**8.38%**	**6.435%**	

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Clicks vs Matches by Grant All

Active Match: True

Grant Frozen: False

Type Match: LITE

Clicks vs Matches All by Grants

Total Matches	Total Clicks	ConversionRate	ClickToAllMatches	Grant Id	Grant Support Type	Organisation Type	Region	Earliest click Date	Latest Click Date
6				07d9eq+YtayooQpunp35xj8G6KkDUQZio5LWeiLGeSU=	advice-services	local-authority	london		
433	2	0.46%	0.009%	0KJuYRRwK0RqtFl+AWoEJDEKJXUtX8uDRX3SsJHXRv0=	advice-services	charity	uk	2023-07-09	2023-07-10
198	3	1.52%	0.013%	9miEzJII5fXIX/IVOhZ2D0upv6OgILZX2ue92DG4utU=	advice-services	charity	uk	2023-07-01	2023-07-02
6				Ak6r+hqy7gmuteiBrRO9s6IJDwFJxzAIfEw3qUL6duM=	advice-services	charity	northern-ireland		
47	2	4.26%	0.009%	yiWrChq2LkxVIfVII2FWUtLjR4OosYKJB1YmUWDeMs0=	advice-services	corporation	uk	2023-07-02	2023-07-06
95	40	42.11%	0.173%	VXiSzu5CkjCH88lzgok2seHjKmyVClwNu9SjgSUFB1Q=	carer-support	charity	uk	2023-07-01	2023-07-10
1				/rBrdWf0ONLefy1MZp2fzEUFR+CTZu6/PGdEnrsBvBU=	council-tax	local-authority	south-east		
4				0LVlnU/rNstWctiIPEvJO/tHkDmdPjE/+OisyfOnulg=	council-tax	local-authority	south-east		
1				0yt1NrgKmXJPNl3bKP/FaSUiRgVKoTkzcK1iA6FU8u8=	council-tax	local-authority	east-midlands		
1				1nNP7vr0YspiPANELr/E2/YimpuQi9Q2lEIwcPkBiAE=	council-tax	local-authority	east-midlands		
1				4WjJYPglkk0DHxCUoR1ZpXlX9Gc+5mYR2NCgSd447R8=	council-tax	local-authority	london		
1				9ILjbcI9v+kVu6Zvx8NSBUIce1Zx4bHHVkSAReMchqw=	council-tax	local-authority	yorkshire-and-the-humber		
1				9LDxkMcHylmcBslj8N7jYQEjDVLZlx/iv+W8MlomKZg=	council-tax	local-authority	east-midlands		
3				9lKrLubtDxJduMFVrfRzSNdLt6MBlG2/FJooi2Vos8E=	council-tax	local-authority	east-midlands		
1				9U4v3kMRGqp47BU/G8y6vt0flllnW6/nBkYeR+cC2w4=	council-tax	local-authority	south-east		
3				AdptyPGtoJLtytaOQlOUOdrV9AwvD5uk6QW+4bCRjXs=	council-tax	local-authority	north-west		
3	1	33.33%	0.004%	aGX5i1/kw8pYpu1/elT9Oe2T56mS95NZbKpgsDp3rBo=	council-tax	local-authority	east-midlands	2023-07-03	2023-07-03
1				aIfru8OA9ZW5ZSODkKgODfExq3ANUt7HNSpfMwuCLjA=	council-tax	local-authority	south-east		
2				ay4EHUuVzqzt0m14wYGUtPbRJ3EmmoZG1eElV49jHCc=	council-tax	local-authority	north-west		
22340	**1488**	**6.66%**	**6.435%**					**2023-07-01**	**2023-07-11**

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Clicks vs Matches Other

Clicks vs Matches by Organisation Type

Organisation Type	Total Matches	Total Clicks	ConversionRate	ClickToAllMatches
charity	18372	1186	6.46%	5.129%
local-authority	1971	148	7.51%	0.640%
corporation	1390	95	6.83%	0.411%
government	607	59	9.72%	0.255%
Total	**22340**	**1488**	**6.66%**	**6.435%**

Clicks vs Matches by Region

Region	Total Matches	Total Clicks	ConversionRate	ClickToAllMatches
uk	18426	1191	6.46%	5.150%
london	1412	91	6.44%	0.394%
scotland	664	53	7.98%	0.229%
wales	303	35	11.55%	0.151%
north-west	407	27	6.63%	0.117%
yorkshire-and-the-humber	247	21	8.50%	0.091%
south-east	199	14	7.04%	0.061%
south-west	145	14	9.66%	0.061%
east-midlands	166	12	7.23%	0.052%
west-midlands	99	11	11.11%	0.048%
north-east	166	10	6.02%	0.043%
east-of-england	62	9	14.52%	0.039%
england	30			
northern-ireland	14			
Total	**22340**	**1488**	**6.66%**	**6.435%**

Active Match: True

Grant Frozen: False

Type Match: LITE

Clicks vs Matches by Support Type

Support Type	Total Matches	Total Clicks	ConversionRate	ClickToAllMatches
general-financial-support	13675	939	6.87%	4.061%
energy-bills	2232	175	7.84%	0.757%
crisis-support	1313	96	7.31%	0.415%
health-disability	1520	88	5.79%	0.381%
travel-costs	744	49	6.59%	0.212%
carer-support	95	40	42.11%	0.173%
housing	654	40	6.12%	0.173%
council-tax	148	18	12.16%	0.078%
education-support	449	11	2.45%	0.048%
advice-services	690	7	1.01%	0.030%
home-improvements	154	7	4.55%	0.030%
free-school-meals	281	5	1.78%	0.022%
resettlement	68	5	7.35%	0.022%
funeral-costs	109	4	3.67%	0.017%
employment-support	7	1	14.29%	0.004%
food-bank-vouchers	78	1	1.28%	0.004%
unknown	24	1	4.17%	0.004%
water-bills	3	1	33.33%	0.004%
tech-digital-inclusion	79			
warm-spaces	17			
Total	**22340**	**1488**	**6.66%**	**6.435%**

Helping Hands

Recommendations and Strategic Insights

Key Takeaways:

- **Organisation x demonstrated the highest impact across the platform**, achieving a **Click-to-All-Matches rate of 0.87%,** the best among all active, non-partner grants and an impressive **conversion rate of 33.72%** on its matched cases.
- **Grants in the "Emergency Support" category** have above-average click-through rates but below-average conversions, investigate possible friction.
- **Partnered grants** show a 2.5x higher conversion rate than non-partners grants, which further validates the partnership model.
- **The Wales region** consistently shows lower engagement levels, with Click-to-All-Matches rates of 3.74%, nearly half the system average. This may indicate a **communication gap or accessibility barriers** for users in these areas.

Recommendations:

- **Prioritise onboarding Organisation X** due to its high potential return based on engagement.
- **Review application process** for non-partner grants with high traffic but low conversion — friction points may exist.
- **Consider targeting outreach in underperforming regions** to improve awareness.

Prepare by Yolanda Chichon Parra | Power BI Project | November 2023